



# ACI-NA Airport Concessions Conference

November 10 – 13, 2008  
Fairmont Royal York Hotel  
Toronto

## PRELIMINARY AGENDA – SUBJECT TO CHANGE

*As of November 2008*

*All events will take place at Fairmont Royal York Hotel unless otherwise noted.*

### **MONDAY, NOVEMBER 10, 2008**

12:00 – 7:00 p.m.

**Registration**

3:15 – 4:30 p.m.

**Commercial Management Committee Meeting – Open to the Public**

Join an informative meeting about ACI-NAs Commercial Management Committee! It is a great opportunity to gain valuable insight on committee projects ranging from concessions, contract language and many more!

5:30 – 7:00 p.m.

**Informal Welcome Reception**

### **TUESDAY, NOVEMBER 11, 2008**

7:00 a.m. – 3:30 p.m.

**Registration**

7:30 – 8:30 a.m.

**Meet & Eat: Networking Continental Breakfast**

8:30 – 8:45 a.m.

**Welcoming & Opening Remarks**

Speakers: Connie Mundzak, Concessions & Business Development Manager, Tampa International Airport  
Lloyd McCoomb, President & CEO, Greater Toronto Airports Authority

8:45 – 9:30 a.m.

**Keynote Speech**

Every morning, millions of Canadians, and an increasing number of Americans start their day the same way... with a cup of Tim Hortons Coffee! David Clanachan will provide insight into the distinct Tim Hortons brand and the unique relationship it has built with its customers over 44 years. Join us to gain insight on current and future US strategies, including expansion into non-traditional locations such as airports and other valuable information from Tim Hortons Chief Operation Officer!

Speaker: David Clanachan, COO, Tim Hortons U.S. & International

9:30 – 10:45 a.m.

**General Session 1: Industry Updates and Trends**

Come and get a handle on the pulse of retail and food service both in and beyond the airport industry. Three creative and original thinkers who have provided ideas to major retailers, designers, and top chefs, and developed new restaurant and retail concepts and brands will discuss the latest trends, provide insights into the market, and show us the path to developing exciting concession programs in the future

Moderator: Sal Amico, Manager, Airport Concessions, Boston Logan International Airport

Speakers: James Adams, Principle, 5ive Creative  
Michael Levine, COO, Tastes on the Fly/D-lew Enterprises, LLC  
George Naddaff, Chairman & CEO, UFood Restaurant Group, LLC

10:45 – 11:15 a.m.

**Refreshment Break**

11:15 a.m. – 12:30 p.m.

**General Session 2: Space Optimization—Getting a Dollar Out of Every Nook and Cranny!**

Concession experts share their experience for the utilization and revenue optimization of non-aviation space in their respective airports. Find out how to convert "dead space" into income generating concessions and discover creative uses for areas such as unused ticket counters and hold-rooms. This session will inspire you look at every nook & cranny in your airport in a different light.

Moderator: Judy Tuttle, Vice President, Airport Leasing, Westfield Concession Management, LLC.

Speakers: Mark Knight, President, BAA USA, Inc.  
Kyle Mastin, Concession Manager, Atlanta-Hartsfield Jackson International Airport  
Cheryl Nashir, Associate Deputy Airport Director, San Francisco International Airport

12:45 – 2:45 p.m.

**Awards Luncheon**

***2008 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest Award Ceremony***

Join the airport industry in recognizing the winners of the 2008 ACI-NA Richard A. Griesbach Excellence in Airport Concessions Contest for their innovative spirit and outstanding achievement in airport concession practices. It will prove to be an exciting event and sure to catch media attention!

Master of Ceremonies: Dennis Hull, Former player, Chicago Black Hawks & Detroit Red Wings

3:00 – 5:00 p.m.

**General Session 3: Targeted Networking**

Open session for industry networking between airports and associates. Sit down with your preferred contacts to discuss key issues, important events and fact finding during this unstructured time for meetings!

6:00 – 9:30 p.m.

**Host Airport Event**

***Hockey Night in Toronto – An All-Star Evening at the Hockey Hall of Fame  
Sponsored by the Greater Toronto Airports Authority***

Find your way along the PATH from the Royal York Hotel to the Hockey Hall of Fame for a special appointment with Hockey's Holy Grail, The Stanley Cup. Spend the evening with fellow attendees saving shots from the Great One, Wayne Gretzky, giving it your best shot on goalie Ed Belfour, or just spending some time in the magnificent Trophy Room. Dress is casual- wear your jeans and your favorite team's colors!

**WEDNESDAY, NOVEMBER 12, 2008**

7:30 a.m. – 3:30 p.m.

**Registration**

7:30 – 8:30 p.m.

**Meet & Eat: Networking Continental Breakfast**

8:45 – 9:45 a.m.

**Keynote Speaker**

Competitive Advantage: Liz Claiborne brings a multi-brand, multi-channel, multi-geography portfolio that gives them the flexibility to address trends and changes in consumer behavior, worldwide. Paul Castanheiro Vice President, Liz Claiborne Canada will tell their Mexx story and how the European brand implemented a successful transition to airport retail.

Speaker: Paul Castanheiro, Vice-President, Liz Claiborne Canada

9:45 – 11:00 a.m.

**General Session 4: Beyond a Back Lit - Be a Part of Advertising's Evolution!**

Don't be a bystander – learn how to jump into today's and tomorrow's advertising revenue stream. What's "hot"? What's "not"? And what do you need to do as an airport to capture more revenue? New and exciting changes are happening in the world of Out-of-Home advertising in general, and Airport Advertising in particular. Come hear the experts tell you about new lucrative business models and opportunities

Moderator: Shauna Forsythe, President & CEO, Alliance Airport Advertising

Speakers: John Jory, President, Clear Channel Outdoor

Eileen Waechter, Director, Properties & Business Development, Greater Toronto Airports Authority

Jonathan Goldsmid-Whyte, CEO, Aviator, Developer of Global HSBC Campaign

11:00 – 11:15 a.m.

**Refreshment Break**

11:30 a.m. – 1:00 p.m.

**Rotating Roundtables**

This session will provide a forum to engage in candid discussions with professional peers regarding five hot issues in airport concessions. Participants will have the opportunity to attend three topics or more every 30 minutes.

**Topic 1: Raising Concession Sales in a Sliding Economy**

You don't have to read the paper to understand the economic decline occurring in all facets of life in 2008! Concession sales shouldn't be overlooked in these whirlwind times! In this session, fellow industry professionals will discuss various methods and strategies to not only keep the concession boats afloat at airports, but also how to maintain or raise these sales in this turbulent aviation environment.

Panelists: Joe Anderson, Manager, Concessions & Business Development,

Minneapolis-St. Paul International Airport

Christina Cassotis, V.P, SH-E

Bob Stanton, V.P., Business Development, Delaware North Hospitality Services

**Topic 2: Arrivals Duty Free**

Arrivals duty free is generating increasing interest among North American airports and duty free operators looking for opportunities to increase their revenue potential. Join colleagues and industry leaders in a discussion about the benefits and obstacles to creating an arrivals duty free program in North America, and the efforts to promote regulatory acceptance of arrivals duty free.

Panelists: Joe Kearney, Senior V.P., Business Development, Duty Free Americas  
Susan Stiene, Director, Service Quality & Retail Development, Vancouver International Airport

**Topic 3: Consolidated Rental Car Facilities – Right for your airport?**

Consolidated Car Rental Facilities are becoming the standard in providing a convenient and improved customer service experience and in many cases a means to increasing sales and mitigating environmental impacts. The discussion leaders will provide insight, perspective and candid discussion as to the challenges of planning, developing and operating a Consolidated Car Rental Facility

Panelists: Michael Baldwin, Assistant V.P., Concessions, Dallas/Fort Worth International Airport  
Kurt M. Schwager, Assistant V.P., Airport Facilities, Enterprise  
Jeff A. Weiner, Principal, PGAL

**Topic 4: Understanding Models of Capital Expenditure for Food & Beverage and Retail Concessions**

Building stores in airports is expensive as we all know. Extensive design criteria, high quality materials and finishes, union trades, and the need to work in a secured environment without affecting the terminal's operations all lead to higher costs per square foot than in a typical shopping mall! Join your colleagues in discussing strategies for better predicting these costs and share your thoughts on realistic benchmarks for Capital Expenditures

Panelists: Stuart Holcombe, Executive V.P., Business Development, HDS North America  
Jon Sunderland, President, Smart Design Group

1:00 – 2:30 p.m.

**Open Lunch**

2:45 – 5:00 p.m. (*In Room Refreshments at 3:45 – 4:00 p.m.*)

**Speed Dating**

Participate in this exciting networking session where airports, concession operators, and small business owners can meet and exchange contacts for future business relationships! We will have two dating “tracks”:

1. Airports to meet with potential tenants and/or service providers
2. Prime operators and developers to meet with potential subtenants

5:00 p.m.

**Open Night**

## **THURSDAY, NOVEMBER 13, 2008**

*Note: All of Thursday's sessions will be held at the Toronto Airport*

7:45 – 8:45 a.m.

**Transfer to Toronto Airport**

**If you would like to attend the tour of Toronto Pearson, it is recommended that you not make flight arrangements to depart until after 1:45 p.m. as you will need sufficient time to check in and clear US Customs and Immigration.**

To attend the **tour** of Toronto Pearson International Airport, please sign up with the Greater Toronto Airports Authority (GTAA) staff at the on site Registration Desk, prior to noon on Wednesday, November 12. **All Tour Participants Must Have Valid Photo Id.**

Busses will depart from the Front Street Entrance of the Royal York Hotel.

8:45 – 9:30 a.m.

**Breakfast and Flight Check-In**

Buses will drop participants off at Toronto Pearson. Breakfast and the Pearson Story session will be held pre-security.

9:30 – 10:15 a.m.

**The Toronto Pearson Story**

Join the GTAA Marketing and Business Development team as they guide you through Toronto Pearson's philosophies and its current and future concession programs.

10:15 – 11:15 a.m.

**Airport Tour**

GTAA staff will provide guided tours of Toronto Pearson's exciting concession program in Terminal 1. It is recommended that you wear comfortable shoes. **All tour participants must have photo ID.**

11:30 a.m.

**Departure**

Flying out of Terminal 1? GTAA staff will guide you to the check in areas.

Flying out of Terminal 3? GTAA staff will guide you to Terminal 3 for check in.

Returning to the Royal York Hotel? GTAA staff will guide you back to the shuttle arranged by GTAA to take you back to the Royal York Hotel.